

“teams”. This allows a user to create a list of team members that can be assigned tasks. The system permits team members to be created within the organization or outside the company.

[0069] The system further incorporates a refer associate button **220** which when depressed provides a form shown in **FIG. 9** so that the user has the ability to refer associates and friends to the system. A critical feature of the invention is an “unsubscribe” button **222** at the top and bottom of the main email that each form is invoked when buttons are pressed.

[0070] Referring now to **FIGS. 10-13** the present invention incorporates detailed management reporting which is described herein and which are accessed via the administrative system **140**. All reports provide summaries by reaching, office category and by contract person for any selected time period. Reports are then broken into categories including email activity, content activity and lead activity. The system further tracks the number of emails delivered by various categories, and tracks each time a user clicks on any button.

[0071] In one embodiment, the present invention incorporates a management system **240** which incorporates eleven sections. The first section incorporates basic background system **242** for monitoring FAQs a discussion forum and help knowledge base. The second section **244** relates to sponsor registration and management. This includes a sponsor registration **246** and payment information form **248** (**FIG. 14**), a record edit form **250**, a form for creating a default list of categories for the system **254** (**FIG. 15**), a system for uploading a logo or gif **256** and a system for uploading sponsor client prospect information **258** and sponsor welcome letter and team letter. The system further incorporates system documentation aids including an access price data sheet and a sponsor client data upload system. **FIGS. 16 and 17** comprise sponsor data entry forms.

[0072] Referring to **FIGS. 18-19**, the system further incorporates a sponsor management system **260** which includes sponsor registration reports that can be sorted chronologically or alphabetically. The system further incorporates a series of sales, financial and management reports as well as a member registration system. The system further incorporates a module for content development **262** which is utilized to use create, edit, author and store articles and content. The content is then stored and can be accessed by users of the system.

[0073] The system also incorporates an advertising management system **270** and banner ad management system. The system also incorporates a resource management system in which various expert resources can be entered into the site. The sponsor center provides the sponsor with access to all functions necessary to set up and manage a sponsor account.

[0074] This permits the sponsor to set up a profile update, sponsor team members, set default member interest preferences aboard a logo, customize a sponsor welcome letter, and review sample email.

[0075] Finally, the system further incorporates a resource management system **280** which permits the creation and management of a search and resource directory. This directory may incorporate a number of links and resources. Finally, the system incorporates a partner center for providing partners access to all necessary functions to set up and manage their account. This system incorporates a means for setting up and managing an account, uploading a partner logo and creating a partner summary report and managing banners and advertiorals. **FIGS. 21-24** illustrate a comprehensive system for monitoring and click-through.

[0076] The present invention has been described with reference to the enclosed figures and detailed description. It is to be appreciated that other embodiments fulfill the spirit and scope of the present invention and that the true nature and scope of the present invention is to be determined with reference to the attached claims.

1. A system for creating, editing and managing a communication between a prospective employer and prospective employee comprising:

a control unit for establishing a newsletter communication;

means for assisting an end user in formulating a newsletter request based upon the desires of the end user;

means for distributing the newsletter.

2. The system of claim 1 further comprising means for defining tasks by the end user based upon the content of the newsletter.

3. The system of claim 1 further comprising means for adding advertising to the newsletter.

4. A system for creating, editing and managing email newsletter communications in a specialty area between a sponsor and an end user:

a control unit for generating a newsletter based upon the inputs of the sponsor, said newsletter providing a plurality of content items;

means for emailing the newsletter to the end user;

means for permitting the end user to define new types of content the end user desires to receive;

means for the end user to define tasks within the system based upon the content of the newsletter; and

means for the end user to invite other end users to receive the newsletter.

5. The system of claim 4 wherein the specialty area comprises the accounting profession.

6. The system of claim 4 wherein the specialty area comprises a the legal profession.

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